

# The Textorian

Weekly Publication of

Cone Mills Corporation



VOLUME XXIX NO. 26

GREENSBORO, NORTH CAROLINA, FRIDAY, JULY 1, 1955

FOUR PAGES

## If Wreck Rate Continues, One Out of Two Will Be Involved In Accident

If the present rate of accidents on North Carolina streets and highways continues unchecked, one out of every two persons now living in the state will sooner or later be involved in a serious automobile wreck, according to Motor Vehicles Commissioner Edward Scheidt.

Speaking over a state-wide radio-television network in support of the current campaign being conducted by the Governor's Traffic Safety Council, Scheidt said the only thing that can prevent this from happening is for every citizen who operates a motor vehicle to conscientiously and continually abide by the state's traffic laws.

The Commissioner based his statement that one of every two persons in the state would be injured in a motor vehicle accident on statistics which show that in North Carolina, at the present time, a serious automobile accident occurs every 11 minutes, someone is injured every 34 minutes, and someone killed every eight hours.

"The problem of motor vehicle accidents is one of the most serious with which our state is confronted," Mr. Scheidt said. "Are we going to be content to drift along, day after day, month after month, and year after year and see this continue? Well, I for one am not, and I don't think that you are either. A great deal is being done by official agencies of our state charged with a responsibility in this problem to make our highways safer. On the enforcement level we are endeavoring to give our people honest and conscientious law enforcement. On the engineering front, safety efforts are being made by our State Highway Commission. But there is still another element—the most important element of all if we are to materially improve this problem—and that element is you, the citizen—you, the walkers and the operators of motor vehicles here in North Carolina."

Mr. Scheidt said that one of the biggest causes for traffic accidents is that everybody thinks they will happen to the other fellow and not to themselves. But he warned that accidents don't happen just to the other fellow.

"They happen to you, too," he said, "and all of us have a part to play in this campaign now underway to make our highways the truly safe ways they ought to be, and can be, so that we and our wives, children, friends, relatives, and neighbors can use them with peace of mind and assurance that we will safely reach our destinations."



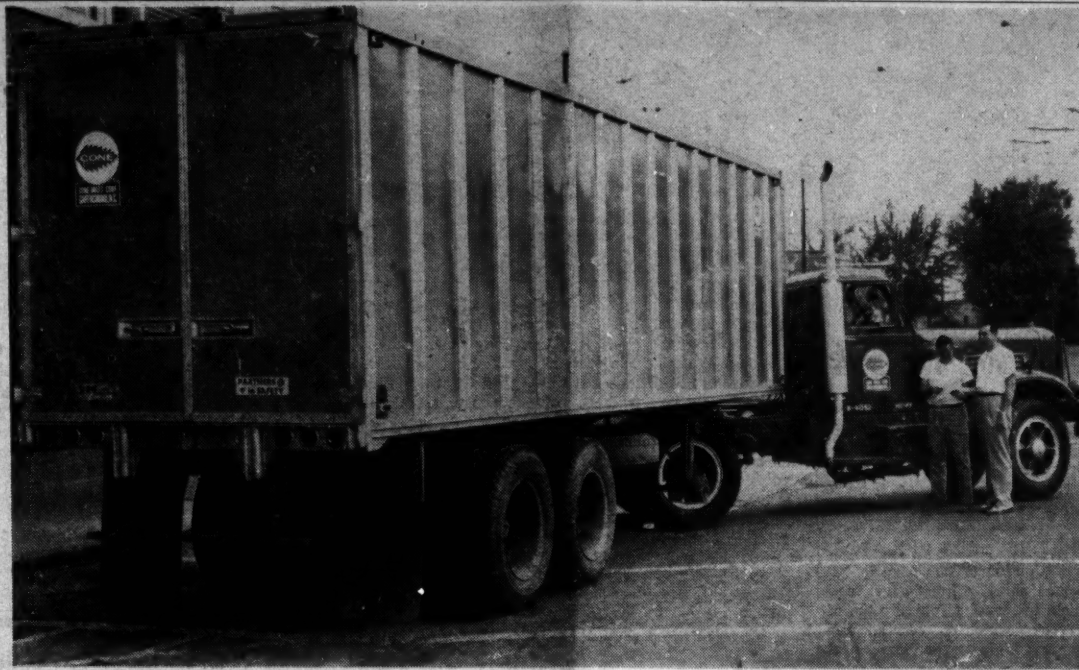
Commissioner Scheidt

## Quarterly Accident Prevention Contest On

The Cone Mills Third Quarter Accident Prevention Contest begins today, July 1. During the next three months a plant by plant score will be kept of plant accidents. At the end of the period the plant having the lowest score in each group (small units, large plants) will be presented with a handsome walnut plaque.

Scores will be kept by a system of penalty points. A medical care accident not causing lost time will count just one point against the plant where it occurs. Lost time injuries of one to two days will count five points; lost time injuries of three to seven days will count 10 points; lost time injuries of eight or more days will count 20 points. In each case the points will be divided by the employee hours worked during the three-month period so that plants of various sizes can compete on a fair basis. Injuries requiring first aid but no medical care will not count against a plant. Medical examinations which show a suspected injury to be non-industrial will not count against the plant.

A new series of "John A. Prone" posters will accompany the contest with the first poster appearing today in most plants.



**PARTNERS IN SAFETY**—Pictured above is one of the Cone Mills tractor trailer units that is used for interplant hauling. These trucks are participating in the American Trucking Associations' "Partners in Safety Campaign" for the summer months. They have pledged cooperation with public officials in the conduct of traffic safety designed

to alleviate traffic congestion problems and to save countless lives needlessly lost in traffic accidents. Standing beside the truck are Pat McGee, at left, one of the drivers, and Jim Marvin of the Trucking Department. Signs on back of the truck read, "Slow Down and Live" and "Partners in Safety."



Frank Starling

## White Oak Y's Men Back Safety Drive

"You may be a pretty capable driver around the old home town, but that's no guarantee you'll know your way around on your July fourth vacation trip!"

That was White Oak Y's Men's Club President Frank Starling's message to motorists today as he urged them to be prepared to meet unfamiliar conditions and situations when visiting other parts of the state.

Mr. Starling and the White Oak Y's Men are cooperating with the safe vacation driving program of The Textorian and the National Safety Council.

"People grow accustomed to local conditions and are sometimes not sufficiently impressed with the necessity for coping with unfamiliar conditions when they drive away from home," Mr. Starling said. "This can lead to serious traffic accidents." He touched on some of the things motorists should be aware of before they undertake a motor trip.

"Level stretches of road, because they appear easy to drive, can encourage dangerously high speeds, cause sleepiness or give the driver a false sense of security," he said.

He pointed out that mountain driving sometimes causes drivers to hug the center line too closely. He advised the driver to be careful to keep in his own lane and be prepared for narrow roads, sharp curves and narrow bridges. He also reminded them that visibility may be poor in valleys or near rivers because of fog or mist.

The Civic Club President had a special word for vacationers passing through open areas. He warned them to watch out for animals in the road and to be especially careful at night because animals may be blinded by lights.

"A careful rule is to know and obey the traffic rules and regulations of the places you visit," Mr. Starling said. "And, of course, you must always remember to drive at speeds that are safe for the prevailing conditions."

Your chances to remain alive depend a lot on how you drive!

## Cone Mills Trucks Are "Partners In Safety"

"To make 1955 the safest year in the history of the trucking industry, I will: extend driving courtesy to all users of the streets and highways, drive defensively at all times, and obey all company, city and ICC regulations."

### Cone Drivers' Pledge

This is the pledge signed by each of the drivers of Cone Mills' over-the-road trucks giving wholehearted support to the American Trucking Association's "Partners in Safety" campaign to promote the common good of the trucking industry. This is being accomplished through safe, courteous operation of each truck under all conditions and by compliance with all safety regulations and good driving practices.

### "101 Days of Safety"

By doing this, those big, red tractors with the silver trailers bearing the Cone Mills label are cooperating in President Eisenhower's "101 Days of Safety on the Highways." This campaign began on

Memorial Day and will continue through Labor Day.

### 500,000 Safe Miles

These Cone "Partners in Safety" (six tractors, 10 trailers and two trucks) which can be recognized by bright red and white stripes on the front bumper, have already operated 500,000 miles without an accident.

Each week these trucks travel over 8,000 miles hauling cloth and supplies for Cone Plants.

The pledge which Cone Mills' professional drivers have signed means they are giving their full support to public officials in the alleviation of traffic congestion problems and in the saving of countless lives.



Howard (Dutch) Garner

## Proximity Y's Men Urge Traffic Safety

"What is the answer to the Fourth of July traffic problem? You are, Mr. Motorist!"

In those words Howard Garner, president of Proximity Y's Men's Club squarely pins responsibility for the heavy annual toll of vacation traffic deaths on the driver's themselves.

"It is my firm belief that most vacation-time auto accidents can be laid at the door of impatient and discourteous drivers," said Mr. Garner as he discussed the safe vacation driving program which The Textorian and the National Safety Council are sponsoring this month.

"These Hurry Bugs are so intent on cramming their vacations full of activity and pleasure that they don't take time to drive safely."

The Civic Club President suggested a more relaxed attitude as a safeguard for the driver. He pointed out that a vacation is a time to take it easy and enjoy a little fun.

"There's very little fun in making an over-ambitious schedule and trying to keep up with it no matter what happens," Mr. Garner said. He advised motorists to get an early start each day and to plan to cover just as much territory as they can manage without strain. These two things, he pointed out, will remove the pressure to drive at a speed too fast for conditions, to disregard traffic signs and signals and to ignore the ordinary rules of courtesy on the road. He also warned drivers to be especially carefully at night because danger is increased after dark and the driver is likely to be fatigued.

"I guess my whole message can be summed up in the familiar slogan from the National Safety Council: 'Drive to Arrive Alive—Slow Down and Live!'"

## NOTICE!

The local Cone Plants will stand on Monday, July 4, in observance of Independence Day.

The third shifts will resume operations at 11 p.m. Monday night, July 4 and first and second shifts will start up at regular time on Tuesday, July 5.

## Too Much Independence On Independence Day Will Lead To Jail or Morgue

"The Fourth of July is Independence Day, but the driver who gets too independent on the road may do his celebrating in jail or in the morgue."



Police Chief Williamson

This warning was given to local motorists today by Police Chief Jeter Williamson, who is making an all-out effort to see that traffic accidents will not mar this year's Independence Day celebration.

"The Textorian and the National Safety Council are sponsoring a safe vacation driving program during July," Chief Williamson said. "This program deserves the support of all citizens, and we can show our cooperation right at the start by observing the rules of safe and sane driving over the weekend of the Fourth."

An aggressively independent attitude on the part of drivers is bound to lead to accidents, Chief Williamson said. He pointed out that drivers must share the road with all other drivers and with pedestrians, and if they're too insistent on their rights or carry a chip on their shoulder most of the time, they're inviting trouble.

"Make courtesy your code of the road," Chief Williamson urged. "You'll find that you'll be much more relaxed when your trip is over, and you'll have a much better time!"

"And it may surprise you to find," he added, "that other drivers will return your courtesy almost every time."

The chief also warned against covering too many miles in too short a time and driving at speeds too fast for conditions. He gave the following tips for a safe trip:

1. Don't try to cover too many miles.
2. Be prepared for heavy holiday traffic.
3. Get an early start, pause for rest occasionally.
4. Don't speed.
5. Don't drink before driving.
6. Remember that the application of common courtesy to traffic situations will prevent many accidents.

Chief Williamson said it would be a good idea for drivers to paste the July slogan, "Drive to Arrive Alive—Slow Down and Live!" on their dash boards.

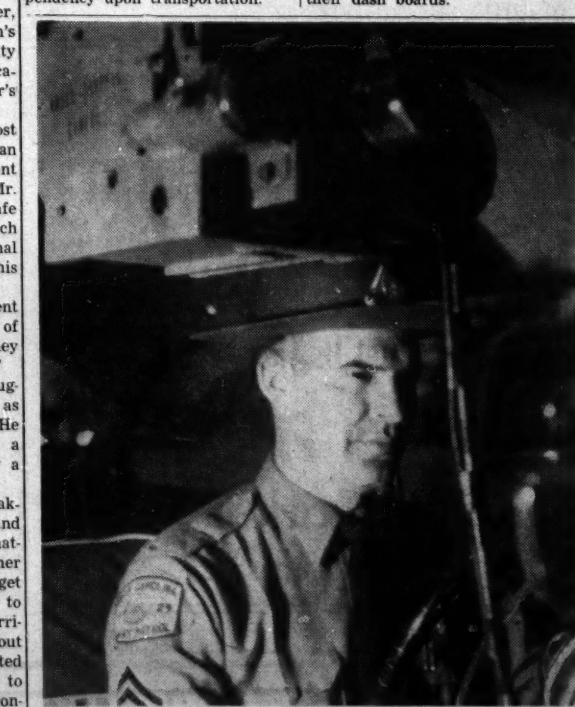
## Cone Mills Host To N. C. Traffic League

Cone Mills Corporation was host at a luncheon for the N. C. Traffic League at White Oak Hotel last Tuesday. Speaker for the occasion was Herman Cone, president of the company.

Jim Ryan, executive vice president of the Southern Furniture Manufacturers Association, introduced Mr. Cone, referring to the fact that his uncle, the late Julius Cone, was one of the founders of the Traffic League 26 years ago and served as its president.

The speaker pointed out that the in-bound transportation of the Greensboro plants of Cone Mills costs \$100,000 a month or \$1,200,000 annually. He expressed his appreciation for the work of the association in keeping costs at a minimum.

Mr. Cone paraphrased a statement of Sen. Norris Cotton in stressing the interdependency of various parts of the country upon one another and their entire dependency upon transportation.



**TRAFFIC VIOLATORS ON FILM**—Sgt. Dick Chadwick of the North Carolina State Highway Patrol sets his sights on a traffic violator. His special safety camera will put it all on film.

## Traffic Warnings In Rhyme

Like pioneer photographer George Eastman use to say about his famous Kodak "You press the button—we'll do the rest," so it is today with members of the North Carolina State Highway Patrol. Except it's more likely a cruising trooper will press the button and get a traffic law violator on film.

In keeping with the state patrol's policy of making use of the latest scientific facilities to sharpen enforcement of the traffic laws and cut down accidents, Tar Heel troopers began last year to photograph actual violations as they occur on the highways.

How patrolmen manage to do it is concealed in a specially designed 35mm camera bolted to the roof of their patrol cars. The cunning instrument, rigidly protected by pat-

ent, was first used in law enforcement work on North Carolina highways.

Since mid-1954 two such equipped cars have rolled up more than 60,000 miles of patrolling with the cameras peering at violators.

Unwinding 100-foot cartridges of film at the rate of 16 frames per second the electrically driven ca-

(Continued on Page 2)



**SAFETY ADVICE IN RHYME**—One hundred eighty safety couplets, similar to this one, dot the 180 mile portion of US 1 that crosses North Carolina. The saucy little blue and white signs are a part of the State Motor Vehicles Department's campaign to make Tar Heel roads safer.

## Traffic Warnings In Rhyme

The speedometer inched toward 60 miles an hour as the tourist drove down U. S. Highway 1, anticipating his stay at a North Carolina Sandhills resort. Suddenly he glimpsed a blue-and-white roadsign with this message, "A Mile a Minute—There's No Future In It!"

Instinctively, he slowed down and did a mental double-take. "Wonder who dreamed up that idea," he mused as he gradually re-increased his speed to the 60 mph mark.

A minute or so later, another sign caused him to slow down again, and this time, he stopped to get a closer look at the second message, a question, which asked, "Are You Driving Yourself to Death?"

The query had the desired effect, and Mr. Tourist stayed well within the North Carolina speed limit of 55 miles an hour until he reached his destination.

The signs he saw were two of 180 erected in 1954 by the North Carolina State Highway and Public Works Commission along the 182-mile portion of Highway 1 which

(Continued on Page 2)

**SWEDISH SCIENTIST**—Dr. Maryanne Karrholm, right, of the Swedish Institute of Textile Research, is shown in Cone Mills Laboratory with Sydney M. Cone, Jr., Cone Mills vice president and president of the Textile Research Institute, Princeton, N. J., and Hobart Souther, head of the local laboratory and member of the research advisory committee of the Textile Research Institute. Dr. Karrholm's jacket sundress is of wrinkle resistant cotton with a green on white design done in the silk screen printing method.

Story on page 4.



## THE TEXTORIAN

Published every week except Summer Vacation and Christmas Weeks  
**"LELAH NELL MASTERS"** MANAGER  
**ROBERT WEAVER** ASSISTANT  
 Entered as Second Class Matter, January 28, 1928 at Postoffice,  
 Greensboro, N. C., under Act of March 3, 1879.

### GREENSBORO PLANTS

PROXIMITY  
 PRINT WORKS  
 WHITE OAK



REVOLUTION  
 (Flannel and Rayon)  
 GUILFORD PRODUCTS

### OTHER PLANTS

Edna . . . Reidsville  
 Eno . . . Hillsboro  
 Granite . . . Haw River  
 Minneola . . . Gibsonville  
 Randleman . . . Randleman  
 Salisbury . . . Salisbury  
 Pineville . . . Pineville

### REPRESENTATIVES

Elizabeth Harviel  
 Helen M. Johns and Edna S. Ellis  
 Bertha S. Clayton  
 Opal S. Isley  
 Roger Johnson  
 Pauline Safrit  
 Mary Robinson and Inez Culp



(Director American Association of Industrial Editors)

No communication of any sort or description, whether news or expression of opinion upon any topic, will be published unless accompanied by real name of writer. The name, however, will not be published unless consent is given.

FRIDAY, JULY 1, 1955

### A Safe Fourth

This issue of *The Textorian* is dedicated to traffic safety. In the June 10th issue, under the caption "The More Guilty," we attempted to place emphasis upon traffic safety, as we subscribe one hundred percent to the slogan, "The life you save may be your own."

The traffic toll taken by highway accidents is indeed alarming, and every step must be taken to protect life and limb.

Inasmuch as there will be much traveling during the July 4th holiday period, we again would like to emphasize the extreme necessity for safe, considerate driving.

The governor of our great state and the various department heads are entering into a vigorous campaign of accident prevention. On behalf of the precious lives of everyone, we urge our readers to become an active, effective part of this all-important program to drive safely and help prevent accidents. You can replace a wrecked car, but not a life. There are no real spare parts for the human body.

Speed has proved to be a major cause of highway accidents. But again let us call attention to the fact that accidents can be caused by violations of other safety and traffic rules, and by indifferent, slow driving which invites others to violate the proper rules for safety.

We would like to take this occasion to wish all our readers a happy and safe Fourth of July.



IT CAN HAPPEN TO YOU—While this issue of *The Textorian* was being prepared, the above collision occurred just outside the Cone Mills Main Office building. The car at right was entering Maple Street from the company's parking area and was hit by a car going north on Maple. This is also an extremely bad spot for pedestrians crossing between the Main Office and the Laboratory Building.

### Cone Club To Be Open Monday, July 4

Cone Mills Club will be open Monday, July 4 to accommodate the holiday crowd, and will be closed on Tuesday, July 5 for cleaning up. The regular schedule will be resumed on Wednesday.

### TRAFFIC LAW VIOLATORS

(Continued from page 1)

meras "shoot" through the windshield to reveal graphically the offender's position on the road, weather and highway conditions, road signs and pavement markings, and astonishingly enough, his rate of speed.

This lens legendarily is accomplished by an optical arrangement within the camera that superimposes a police checked speedometer, watch, odometer, and a slot for the date on each negative as it is exposed. Examination of successive negatives, which may be projected on a screen, shows troopers how the suspect vehicle was being operated.

The patrolman-photographer doesn't have to be a professional picture maker. His equipment is versatile enough to allow him to make presentable photos in falling light and during inclement weather. In the trunk of his car he carries a portable developing kit and can produce a negative within a few minutes if necessary.

The handy cameras were first loaned to the highway patrol by safety-minded engineers of Markel Service, Inc. nationwide truck and

bus insurers who use the cameras to check their client's big vehicles.

Tar Heel motor vehicle commissioner Edward Scheidt heard of the versatile cameras at a truckers convention in Pinehurst, where Markel officials described them. He was convinced after a 90-day trial, the cameras would help in his accident prevention program. So two of the devices were subsequently leased from Markel and, coincidence or not, road deaths by the end of the year had dropped to a new low for North Carolina.

"We do not claim the technique alone produced the decrease in fatalities," says Commissioner Scheidt. "But we are convinced the cameras, intelligently used, are a valuable psychological enforcement tool and as such we are making intensive use of our camera cars."

No actual prints of violators in action have been used in court according to patrol officials. Still no one seems to want his picture taken—highway patrol style.

### N. C. HIGHWAY SIGNS

(Continued from page 1)

crosses North Carolina. Forty-five messages are included, many of them rhymed and with

**Safe!**  
 it's **Safe!**  
 MAYFLOWER  
 moving & storage  
 CHAMPION STORAGE  
 and  
 TRUCKING COMPANY  
 (Bonded)  
 Phone 2-1547—207 Walker Ave.



RC makes you feel like New!

a general safety theme. Others are more specific, having to do with slowing down for curves, not following too closely behind the vehicle in front of you, staying inside the center line, and the like.

The signs were erected by the Highway Commission as a part of a comprehensive safety program inaugurated in the fall of 1953 by the N. C. Department of Motor Vehicles, an over-all program which is credited with the saving of more than 100 lives of motorists and pedestrians during 1954.

Reaction to the signs project by editors and individual motorists has been decidedly mixed: "Ingenious, corny, terrible, good idea, traffic hazard," have been among the comments, personal and public.

Credit for originating the idea goes to two N. C. Highway commissioners, whose districts Highway 1 crosses on its north-south route. They are D. A. Sorrell of Durham, and Forest Locke of Aberdeen. W. E. Stauber, of Durham was the "author," and Robert Burch, traffic engineer for the State Highway



HOLIDAY? Death seldom takes a holiday on North Carolina roads. This Memorial Day accident, just at the beginning of the state's Slow Down and Live safety campaign, points up the need for cautious day to day driving.

Commission, was in charge of erecting the titillating reminders for highway safety.

"We've taken a lot of kidding about the signs, but obviously motorists read them, and that's the important thing," said Mr. Burch.

One criticism of the missives is that they are difficult to read ("Apparently designed for slow drivers who are fast readers," editorialized one Tar Heel newspaper.)

This critique will be taken into account if more of the signs are erected on other arterial highways in the State. Expansion of the project will be done if accident statistics on No. 1 indicate their value as a

safety factor.

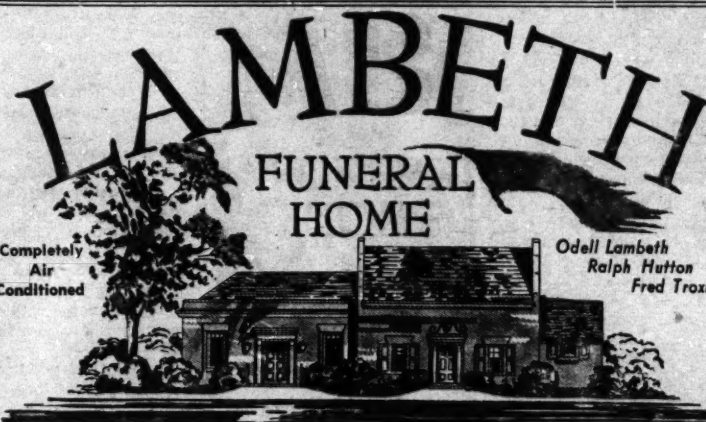
Not only do the signs warn the motorist that safe driving is best, but a tandem arrangement of them welcome the visitor as he crosses the State line on Highway 1, north and south. Their message:

"Welcome to The Tar Heel State,  
 "Where the Weak Grow Strong,  
 "The Strong Grow Great."

Stop In and See Us . . .

**BURGESS**  
 BARBER SHOP  
 R. R. Burgess, Owner  
 117 EAST SYCAMORE ST.

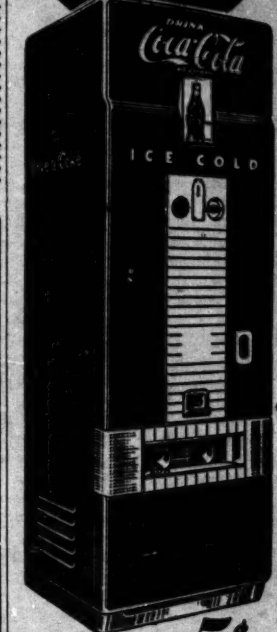
THURSDAY NIGHT IS FAMILY NIGHT



To assist without charge in securing legal certificates, the filing of government claims, social security, and many other such helpful aids, is a part of our complete and highly personalized service.  
 WENDOVER at VIRGINIA DIAL 3-3401 • AMPLE OFF-STREET PARKING

"These Helpful Signs Will Guide Your Way,  
 "So Take Your Time, Enjoy Your Stay!"

Pause . . . Refresh  
 At Big Red Cooler



5'  
 GREENSBORO COCA-COLA BOTTLING COMPANY

## NEED EXTRA CASH FOR THAT LONG AWAITED VACATION

Let Us Help You

**Colonial Finance Co.**  
 115 E. Market Street  
 Phone 3-3942

Our Home and Chapel Are Completely Air Conditioned

A sincere quality characterizes all our funeral arrangements. You can depend on our friendly co-operation in your time of need. . .

"The Home of Thoughtful Service"  
 Dial 3-4000

**Hanes Funeral Home**  
 401-403 West Market Street



Save by mail . . .

Take advantage of the convenience of conducting your business by mail. You can handle every transaction by mail easily, safely and economically.

**Time for dessert!**  
**\$253,950.99 in dividends**  
**paid June 30th**

6 months dividends, period ending June 30

Earnings on savings provide the same sort of satisfied feeling you get from topping off a good dinner with a delicious dessert. Our savers are now sharing the "just desserts" of six months of saving from income. During the next few days they'll enjoy seeing their share of these better-than-average earnings entered in their pass-books . . . added to the accumulated total of their saved dollars. Six months from now you, too, can be sharing in our earnings by bringing your savings to Gate City. Make your savings earn for you . . . open your account now and share in our year-end savings distribution.



**Gate City**  
**Savings & Loan Association**

108-110 S. Greene St.

Greensboro, N. C.

Charles A. Hines, Chairman of the Board

J. P. Stevens, President



## Y's Men's Clubs Join For Meeting

White Oak, Proximity, Greensboro Central Y's Men's Clubs had a joint meeting and hamburger fry at the Guilford Dairy Club Thursday, June 23. Greensboro Central was host.

Some very interesting articles were auctioned. White Oak Club was the highest bidder. Proceeds of the auction went to the Bishop's

Fund.

White Oak Club won the liars contest. Proximity Club won the glass rolling contest and Greensboro Central won the board race.

Members of the White Oak Club were informed and brought up to date on a project to take place in the coming months. A planning committee was appointed to start the ground work and set date, to be announced later. The club plans for it to be beneficial to all four communities.



On Thursday night, June 24 the games were rained out. These games will be made up on Tuesday night, July 5. If this night is not agreeable with all the managers please contact Fay Gilbert before this date.

On Monday night, June 27, White Oak Acorns defeated the Rayon team 7 to 1. Each team scoring one run in the first inning and the

Acorns scoring two in the fourth and 4 in the fifth to win an easy victory.

Summary for the game as follows:

White Oak Acorns	Rayon
7 Runs	1 Run
6 Hits	6 Hits
2 Errors	2 Errors

In the second game of the night, the Proximity Office defeated Print Works 5 to 4 in an exceptionally well-played game. Proximity took a 3 to 0 lead in the bottom of the third and Print Works came back to take the lead 4 to 3 in the top of the fifth when T. Seawell hit a home run. In the bottom of the sixth H. Seawell hit a home

run to tie the score 4 all. Then in the bottom of the seventh Proximity came up with two hits and R. Collins hit a long fly ball to left field to score Warren Leonard from third base to win the game.

Standings for the leagues as follows:

5 Runs	4 Runs
10 Hits	4 Hits
2 Errors	1 Error

Sandings for the league as follows:

Team	Won	Lost
Proximity Office	7	2
White Oak Acorns	7	3
Print Works	6	4
Rayon	3	7
W. O. Electric	1	7

A trip that you start at the very last minute

Is a trip that's unsafe from the time you begin it!

## Cone Products On 'Welcome Travelers'

"Welcome Traveler" well-known television program heard on 99 TV stations, coast to coast, each week day at 12:30, will salute Greensboro on Friday, July 8. The program is seen here on WFMY-TV.

In keeping with the program's custom of presenting their contest participants with products of the honor city, Cone Mills and Blue Bell are planning joint gifts of garments made from Cone fabrics.

### VISIT GRANDPARENTS

John and David Garner, sons of Rev. and Mrs. John U. Garner of Rolesville, have been visiting their grandparents, Mr. and Mrs. Charles Garner of the Lees Chapel Road for the past three weeks. Their parents are on a tour of the Holy Land.



**NO FISH TALE**—Proof is here that President Herman Cone, left, caught big fish on his week's vacation on the Gaspe Peninsula in Canada. These salmon weighed 20 and 30 pounds. Company treasurer, Caesar Cone, came up with an even bigger catch. His prize salmon weighed 36 pounds; the other one shown here weighed 25 pounds.

## Delfalla JULY Clearance Sale FOR VACATION NEEDS

Ladies Gantner

**SWIM SUITS**

Regular \$12.95

**\$8.00**

Ladies Terry

**BEACH JACKETS**

Worth \$6.00

**\$4.99**

**CAR SEATS**

For Baby's Travel Ease

**\$3.33**

Men's

**KNIT POLOS**

Regularly 89c

**2 for \$1**

SUMMER

**SPORT SHIRTS**

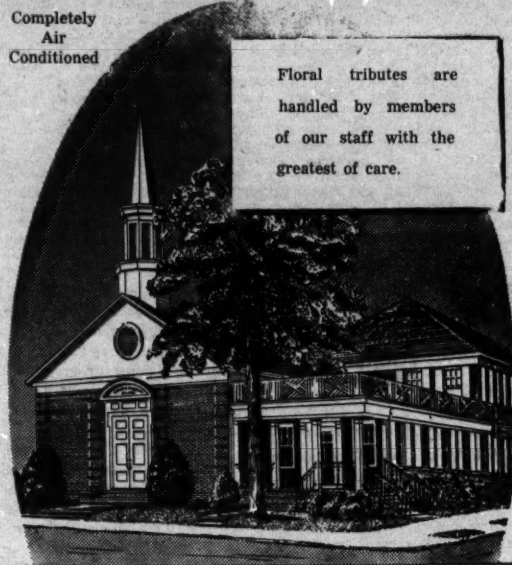
Sizes for Men and Boys

**\$1**

Cool Colors and Breezy Fabrics

• Open Every Night Till 9 P.M. •  
**Delfalla**  
DEPARTMENT STORE IN GREENSBORO  
SUMMIT SHOPPING CENTER  
• FULLY AIR CONDITIONED •

Completely Air Conditioned



Floral tributes are handled by members of our staff with the greatest of care.

**Forbis & Murray**

FUNERAL HOME & CHAPEL

515 N. Elm St. Phone 8165  
Enter Parking Area from N. Elm Street



- FREE PARKING
- 27 MODERN STORES
- SHOP CONVENIENTLY

**EUBANKS LAUNDROMAT**  
"Shop While You Wash"  
Hours Mon. Thru Fri. 8 to 8 Saturday 8 to 2  
Phone 4-4709

Finished Shirt Service

Guilford Dairy's New, Delicious

**FROZEN ICE MILK**

Low in Calories . . . High in food value!

HALF-GALLON

**65c**

Vanilla — Chocolate — Strawberry (19c per pint)

Ask for it today at your favorite food dealer or at any Guilford Dairy Bar . . .

3939 W. Market St. Summit Shopping Center  
1744 Battleground Ave. 1616 W. Lee St.

**GUILFORD DAIRY**  
TELEPHONE 3-0571  
"YOUR HOME TOWN DAIRY"

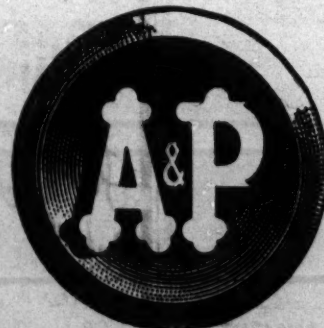
In Asheboro, N. C. — 428 N. Fayetteville St., Dial 4171  
In Thomasville, N. C. — 619 National Highway, Dial 2822



**Edmond's Summit Center Drug Store**  
SUMMIT SHOPPING CENTER — PHONE 4-1586

- Prescription Service
- Sundries
- Candies
- Drugs
- Cosmetics
- Soda Fountain

(FREE DELIVERY SERVICE)



**Greensboro A&P Food Stores**

SUMMIT SHOPPING CENTER

2215 Walker Ave. • 221 Commerce Pl.

110 Asheboro St. • 907 W. Lee St.



Lovely Cottons For A Cool Approach To Summer

**\$8.99 and \$10.99**

Missy Sizes—10 to 20  
Half Sizes—14½ to 24½

**Benlee's**  
WOMEN'S APPAREL  
"SUMMIT SHOPPING CENTER"  
Phone 4-9827  
Prices are Sensible—Fashions are Wonderful



**SALE OF Summer Dresses**

CELESTE and RUTH ORIGINALS  
Sizes 1 to 3 — 3 to 6x  
7 to 14

**1/3 to 1/2 Off**

**REDUCED**

ONE RACK OF MATERNITY DRESSES and SUITS

Sizes 8 To 18

**1/3 to 1/2 Off**

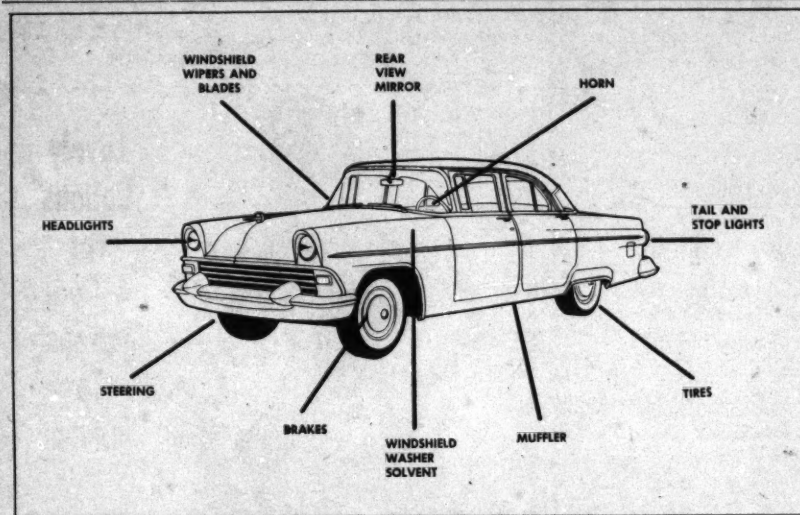
**TOGS FOR TWO**

Maternity and Children's Wear  
Summit Shopping Center — Phone 2-0512  
Free Parking





**CITATION**—Cone Mills President Herman Cone, past president of the General Greene Council of Boy Scouts of America and holder of the Silver Beaver, highest award in scouting, is shown as James L. Frink, current president of General Greene Council, presented him a citation last Friday. This was in appreciation of Mr. Cone's donation to the new lodge at the council's camp near Brown Summit. Known as the Herman Cone Memorial Lodge, it was dedicated at last Friday's ceremonies. Among the three scouts introduced by Mayor Boyd Morris was Chester Arnold, Jr., who represented Cub Scouting. The camp has enough shelters to accommodate 100 boys, and camping grounds are available for 1,500. The lodge will be the center of scouting activities for the 3,500 Boy Scouts served by the General Greene Council.



Make This Ten-Point Safety Check Before Vacation Driving

### Ten Safe-Driving Tips

Nearly 10 million accidents per year mar the charm of America's highways. In 1954 over 71,000 of the cars involved in fatal or personal injury accidents had mechanical defects which impaired the safe operation of these cars. Here are 10 points to check on your car in order to help reduce your family's accident risk this summer.

A cloudburst turned a happy family's vacation trip into a scene of disaster last summer. Homeward bound on an express highway, the driver suddenly found himself in the midst of a downpour with smeary windshield wipers. The rubber on the wiper blades was dried out and worn, unable to effectively remove the rain film for clear vision at turnpike speeds. In

a matter of seconds the image of a truck loomed before him through the wavy streaks on the windshield. All efforts to avoid the danger were in vain as they overtook the slow-moving vehicle.

The results—a skid off the road into the concrete pillar of an overpass. The toll—three dead and one critically injured, a sad end to a happy vacation.

Careless driving? Maybe so, but much of the danger could have been eliminated before these folks left home. The windshield wipers, as well as other components of the car which are so essential to safety, should have been checked in advance.

Don't allow disaster to mar your vacation trip. This summer, before loading your car with family and luggage, give it a last-minute 10-point "safety-check." It may be the stitch in time that saves a life.

1. Start with the brakes. If the

pedal goes too far down, the brakes should be adjusted or relined. If you hold the pedal down hard and it "fades away" to the floor, there's probably a leak in the system, which should be corrected.

2. Try your windshield wipers to be sure they are working properly and that the blade rubber is sufficiently "live" to clean the glass.

3. If your car is so equipped, test the windshield washer. You should start out with a full jar of solvent. Experts suggest that eyestrain and driving fatigue, particularly at night, can be greatly reduced by washing dust and bugs from the windshield every 25 miles. It's the answer to flying mud after a rain, too.

4. Before getting out of the car, check your rear-view mirror. To avoid annoying vibration, be sure that it's secure and properly adjusted. Clean it, too.

5. Don't forget to test the horn.

It's better to find a loose connection or other ailment before the horn is needed than after it's too late.

6. Next, check the steering for free play. A little "slack" is normal, but more than an inch or two at the rim of the wheel indicates loose or worn parts.

7. Now, taking a walk around the outside, examine your tires carefully. Look at the treads and sidewalls, watching for bald spots and breaks. Don't take a chance by traveling on questionable tires. Good rubber is good insurance.

8. Turn on your lights and have someone stand outside to check headlights on high and low beam, parking lights and front turn signals.

9. Then check tail lights, stop lights and rear turn signals. A burned-out bulb can be mighty dangerous on a dark country road.

10. Finally, with the engine running, listen for the telltale hiss or rumble of a leaking muffler. Toxic exhaust gas may do more than make the passengers sick—it may put the driver to sleep, a far more ominous possibility.

If you've discovered just one obstacle to safety in your 10-point safety check, you may have saved someone's life. Your chances of making such a discovery are 25%. In a recent voluntary safety check on more than one million cars in 165 cities, one out of four vehicles was found to be in need of safety service at one or more of the above ten vital points.

### "THE MORE GUILTY"

"Excessive speed should be eliminated, and we do not in any way want to minimize the importance of that element of safety, but we do believe that there are many other elements which are equally important, particularly since some of them are responsible for excessive speeding and improper driving on the part of others."

(From TEXTORIAN Editorial June 10, 1955)

A careful driver is one who is driving to court to answer a summons for speeding.

### Drink

#### Old Colony

#### Beverages

Orange, Grape, Strawberry  
Wholesome and Refreshing

ORANGE CRUSH  
BOTTLING COMPANY  
Greensboro, N. C.

Call on  
Us for  
complete  
banking service  
in your  
neighborhood

- Safe Deposit Boxes
- Savings Accounts
- Checking Accounts
- Series E Bonds—Sold & Redeemed
- Cashier's Checks
- Traveler's Checks

VISIT OUR  
Time Payment  
Department  
FOR LOW COST

**AUTO  
LOANS**

Financing  
Refinancing

LOANS  
OF ALL TYPES  
FROM  
\$100.00 UP

**SECURITY  
NATIONAL BANK**

Telephone 8807

Member Federal Reserve System  
Member Federal Deposit Insurance Corporation

## Swedish Textile Scientist Visits Cone Mills Depts.

Cone Mills Laboratory and Print Works Plant were visited on Wednesday of last week by Dr. Maryanne Karrholm of the Swedish Institute of Textile Research. Dr. Karrholm is touring various textile research centers in eastern United States under the auspices of the Swedish Institute in order to make contacts with American textile scientists.

The young, attractive holder of the licentiate, the first degree attained before the doctorate of philosophy in Swedish universities, is the wife of an architect who holds both degrees. "It is correct, however, to call 'doctor' those who have the former as well as the latter, for which there is no comparable degree in American universities," she explained.

What's more, Dr. Karrholm is the mother of a son and daughter whom she has left in the care of an "excellent German girl."

The Swedish beauty with brains, who runs Ingrid Bergman a close second for good looks, received her degree from Chalmers University of Technology in Sweden. The Swedish Institute of Textile Research, where she is employed in practical research in which industry is interested, is located at Gothenburg. It is subsidized by Swedish textile firms and the government.

Although the government of her country is socialistic, Dr. Karrholm sees the "folly of its ways." True, says she, "I apparently have free hospitalization but I know that in my income tax I am paying for at least 10 others. My child gets 'free' lunch at school, but I know that I am paying for lunch for at least two of her classmates."

"In Sweden there is no meaning in saving much money. Our socialist government tries to keep down capital."

"Most of our industrial problems have arisen because we import so much from other countries," she said.

Dr. Karrholm was rather reluctant to compare wages in this country with those in her own because monetary values are so different. She also pointed out that the Swedish people are not buying so many new automobiles as Americans. They are perfectly satisfied with a used one or with a bicycle.

### Guilford Products News

By Mary McAdoo

Funeral was held Saturday, June 25 at the A.M.E. Zion Church for John Black Moore, 66, who died at his home, 1705 Water Street, Monday following several years illness. He was employed for a number of years at Print Works. Rev. T. Moser officiated and burial was in Piedmont Memorial Park. Surviving are his wife, two children, three sis-

ters and two brothers. Morning Star Masonic Lodge 619 was in charge of graveside services.

The Young Men's Civic Club won over the Ladies Progressive Club in contest of King and Queen. The men raised a total of \$135.00, the ladies, \$72.51.

A number of Children from the E.W.O. playground participated on the Show Wagon Friday night on the YMCA grounds. Mrs. Williams and Mathew Richmond are in charge of the playground.

The Ladies Progressive Club will have their annual Social Saturday, July 2, 9 o'clock p.m. at the YMCA.

"Slow Down And Live"

## AUTO LOANS

### FINANCING—REFINANCING

Money  
In 5  
Minutes



Fast,  
Confidential  
Service

### Dick Leonard Finance Co.

227 N. Greene St. — Telephone 3-9713  
Dick Leonard, Pres. — Dick Meadows, Mgr.



**LOCAL BRIDE**—Shown at left is Mrs. J. W. Maness, Jr., the former Janice Whitt, who was married on Sunday, June 12 at Sixteenth Street Baptist Church. Rev. W. L. Bennett, pastor, performed the ceremony. The bride is the daughter of Mr. and Mrs. Alfred Whitt, 2701 Yanceyville Road. Mr. Maness is the son of Mr. and Mrs. J. W. Maness, 1507 13th Street. Following a wedding trip to Myrtle Beach, S. C., the couple are making their home with the bride's parents.

Whenever you drive  
In country or town,  
With Roads Unfamiliar  
Think fast-and slow down!

Drowsiness precedes repose  
Get your car off the road  
Before you doze!

### It's VACATION

## TIME!



We'll help you  
make it a happy and  
enjoyable event!

Financially, that is . . . for if you need some extra cash to carry out your plans, come in and see any of our friendly officers. Such a loan can be arranged on a repayment basis in a manner best suited to your budget.

### TWO DRIVE-IN LOCATIONS

621 South Elm Street  
Summit Shopping Center

## BANK OF GREENSBORO

Southeastern Building, Market and Elm Streets  
Member Federal Deposit Insurance Corporation

## KIRKMAN & KOURY ANNOUNCES THE NEW ELM PARK SUB-DIVISION

• Convenient To All The Local Cone Mills Plants •

Located Off N. Elm Street On Church Street

3 and 4 Bedroom Brick Homes

Priced From \$10,500 to \$12,500

INCLUDING FEATURES SUCH AS:

- 1½ baths
- Lennox Hot Air Heat
- Hardwood Floors
- Spacious wooded lots
- Paved Streets (curbed and guttered)
- City Water & Sewage
- Spacious Closets
- Storage Attic
- Washer Connections
- On Bus Line

FHA  
FINANCING

NO DOWN PAYMENT  
TO VETERANS

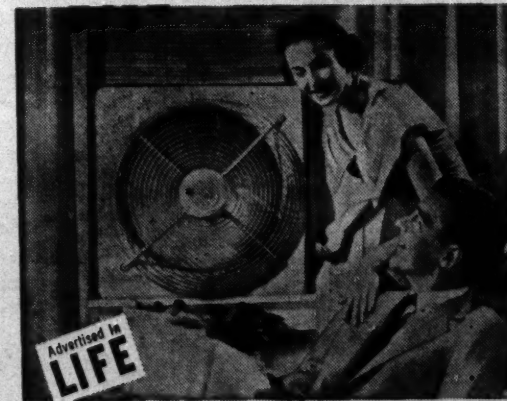
FOR COMPLETE INFORMATION, CALL—

## KIRKMAN & KOURY, Builders

205½ N. GREENE ST.

PH. 4-6100 or 4-1112

## Let Reddy Kilowatt bring you RELIEF FROM THE HEAT



Double and single fans

with two-way operation

and a wide variety of features

offer new summertime comfort for more efficient work,

more pleasant play and restful sleep—

the really economical way.

See Your Electric Appliance Dealer or Visit Duke Power Company

## DUKE POWER COMPANY

Serving the Piedmont Carolinas